

Unit 1 Analytics Brief

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I. Executive Summary:

This analysis identified three core key performance indicators (KPIs) driving business growth: revenue growth trend, average order value (AOV), and repeat purchase rate.

Data indicates robust revenue growth momentum, year-over-year increase achieved in the most recent month.

| --- Net Order Count Growth (MoM & YoY) Trends --- | | | | |
|--|-------------|-------------|-----------------|-----------------|
| Net Order Count: Successful orders (status IN 'Complete', 'Shipped') | | | | |
| | order_month | order_count | mom_growth_rate | yoy_growth_rate |
| 0 | 2025-10 | 4280 | 20.94% | 157.37% |
| 1 | 2025-09 | 3539 | 13.68% | 142.23% |
| 2 | 2025-08 | 3113 | 10.31% | 124.12% |
| 3 | 2025-07 | 2822 | 13.29% | 97.48% |
| 4 | 2025-06 | 2491 | 5.24% | 93.70% |
| 5 | 2025-05 | 2367 | 8.63% | 76.25% |
| 6 | 2025-04 | 2179 | 6.40% | 80.98% |
| 7 | 2025-03 | 2048 | 14.99% | 68.56% |
| 8 | 2025-02 | 1781 | -3.89% | 66.60% |
| 9 | 2025-01 | 1853 | 7.42% | 64.71% |
| 10 | 2024-12 | 1725 | 6.61% | 56.11% |
| 11 | 2024-11 | 1618 | -2.71% | 66.12% |
| 12 | 2024-10 | 1663 | 13.83% | 59.44% |
| 13 | 2024-09 | 1461 | 5.18% | 60.55% |
| 14 | 2024-08 | 1389 | -2.80% | 39.60% |

Strategic focus will concentrate on two primary areas:

- Boosting Average Order Value (AOV): We recommend replicating successful high-AOV strategies from the “Display” channel (e.g., product bundling) to the high-traffic “Search” channel to elevate overall AOV.
- Improving Repeat Purchase Rate: Addressing the currently low repeat purchase rate (approximately 7%), targeted marketing campaigns should be implemented for high-value customer segments, such as repeat female customers in high-performing regions like China.

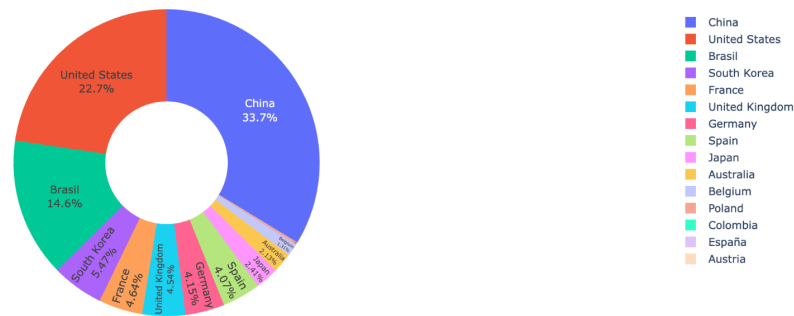
Additionally, leverage the strong performance of leading product categories like “Coats & Jackets” and “Jeans” to drive further growth in highly profitable regions such as China and the UK.

II. Investigate & Validate

This page will delve into a specific product category and customer segment, presenting key analytical insights and underscoring the reliability of data-driven decision-making through a corrective validation case study.

This in-depth investigation focuses on the “Accessories” product category and the “repeat-purchasing female customers” segment, as this group demonstrates higher loyalty and purchasing power. Analysis reveals that China is the region with the highest accessories sales among this high-value customer group, indicating significant growth potential.

Sales by Region (Donut Chart)



Additionally, the average order value (AOV) for the “Display” channel reached \$89.36, significantly higher than other channels. This insight indicates that high AOV strategies, such as bundling, are closely associated with visually driven display channels. This suggests we can replicate these high AOV strategies in high-traffic channels to maximize profits.

--- Cross-Check 3: Traffic Source Ranking by Overall AOV ---

| | traffic_source | total_orders | total_revenue | average_order_value |
|---|----------------|--------------|---------------|---------------------|
| 0 | Display | 2823 | 252,267.67 | 89.36 |
| 1 | Search | 48278 | 4,157,657.58 | 86.12 |
| 2 | Email | 3417 | 294,042.54 | 86.05 |
| 3 | Organic | 10092 | 864,618.57 | 85.67 |
| 4 | Facebook | 4032 | 336,635.81 | 83.49 |

Validate:

Initial analysis revealed that within the “Jackets and Coats” category, the Carhartt brand led the market with the highest revenue and sales volume, making sales/revenue the primary growth driver. However, further validation introduced the dimension of Average Order Value (AOV) for deeper analysis. The validation results revealed a critical bias: while Carhartt had the largest sales volume, brands like Canada Goose and The North Face exhibited significantly higher AOV. This revised insight underscores the limitations of sales-volume-driven analysis alone. True profit growth opportunities lie in understanding and replicating the success factors of high-AOV

brands, thereby shifting strategic focus from pursuing high transaction volume to enhancing profitability.

✓ Brand Performance in 'Outerwear & Coats' (Revenue, AOV, Items Sold):

| | brand | total_revenue | average_order_value | items_sold |
|---|-------------------|---------------|---------------------|------------|
| 0 | Carhartt | 22,315.16 | 126.07 | 177 |
| 1 | Arc'teryx | 14,894.80 | 323.80 | 46 |
| 2 | The North Face | 14,401.68 | 464.57 | 31 |
| 3 | Columbia | 12,233.59 | 95.57 | 128 |
| 4 | Mountain Hardwear | 11,879.73 | 204.82 | 58 |
| 5 | Calvin Klein | 11,112.03 | 138.90 | 80 |
| 6 | Canada Goose | 10,644.95 | 560.26 | 19 |
| 7 | Alpha Industries | 8,230.72 | 228.63 | 36 |
| 8 | Barbour | 7,972.97 | 284.75 | 28 |
| 9 | Kenneth Cole | 7,427.56 | 116.06 | 64 |

Analysis of Brand Leadership Drivers:
Top brand by revenue: Carhartt
Top brand by items sold: Carhartt
Top brand by AOV: Canada Goose

III. Recommendation:

Actionable Recommendations

- **Boost AOV:** Immediately replicate proven product bundles and visual merchandising strategies from the “Display” channel and apply them to the high-traffic ‘Search’ channel. This is projected to increase the average order value (currently below \$89.36) in the “Search” channel by 10%.
- **Deepen Customer Loyalty:** Launch personalized promotions or exclusive new product previews for female repeat customers (especially in the Chinese market). This is projected to increase the repeat purchase rate for this segment (currently around 7%) to over 10%.
- **Optimize Product Portfolio:** Investigate the success drivers (e.g., product positioning and pricing) of high AOV brands like Canada Goose and The North Face. Apply these insights to other core categories to enhance overall profitability.

